

Southerners Host Outdoor Events

Baltimore, Md., Krege 20 — There was a lot of excitement in the store one day when two customers turned their French poodle dogs loose in the store while they shopped. Because of a city newspaper strike, staffers put advertising circulars in every customer's bag.

Washington, D. C., Krege 54 — The reopening ribbon of Krege 54 was cut by Ray Ledmon, a 37-year Kregeite. On May 24, Krege 54 was destroyed by fire in 1956 and reopened April 22.

Krege 36 Displays Outstanding Citizenship'

Louisville, Ky., Krege 36 — Employees of Krege 36 were awarded the Outstanding Citizenship Award by the United Appeal for their 100 percent participation in the Fair Share Club. It was presented to Lucille Higgins (KRESGE NEWS reporter), chairman, and Francis Carter, assistant chairman, by the Boy Scouts of America.

Lexington, Ky., Krege 79 — Reporter Estaline Harris wrote: "Our hats are off to Assistant Manager Charles Phipps (now at 4076, Evansville, Ind.) for starting a worthwhile project at 79. For 1,800 empty cigarette packages a small blind boy may have a seeing eye dog. Every employee is saving the empty packages and asking friends and relatives to save them also. It doesn't cost anything or take much effort except a moment of thoughtfulness. It really makes one feel good to have a project of this type going in your store."

Paducah, Ky., Krege 112 — The first week in May was Annual Clean-Up and Paint-Up Week in Paducah and Manager Wilber Mortimer's picture appeared in the local newspaper with other merchants to kick off the event. The merchants were pictured sweeping up the downtown area. . . . Mother's Day weekend featured "Pet Show" Cooper Days, May 27-28. . . . Staffers plan an annual summer picnic on Kentucky Lake with water skiing, boating, swimming and eating the main events.

Owensboro, Ky., Krege 265 — The staff member who sold the most Easter lilies won an orchid corsage for herself. . . . Enthusiasm is high at 265, wrote KRESGE NEWS Reporter Mary Ellen Ams. Staffers' motto is: "We wear, we sell," as they model "ready-to-wear fashions."

Norfolk, Va., Krege 430 — The ready-to-wear department is a riot of color with new summer merchandise arriving every day.

Hampton, Va., Krege 553 — Manager Emil C. Maher, president of the Riverside Plaza Association, presented a certificate, worth \$50 to the lucky customer whose ticket was drawn at the Easter egg hunt promotion.

Norfolk, Va., Krege 430 — Manager Arthur E. Bertoldi was the guest of Betty Cole at the Vocational Office Training Banquet for Princess Anne High School. The banquet was held at Pine Tree Inn. . . . Ross Westmorland in charge of the newly-installed photo studio.

695 Announces New Reporters

Hagerstown, Md., Krege 695 — New KRESGE NEWS store reporters are Joan Jones, Jewelry department, and Carol Jean Woldard, hosiers department. Merchants of the Long Meadow Shopping Center sponsored carnival rides, with participating stores giving out ride tickets to customers. Rides included were the merry-go-round, Ferris wheel and kiddie car.

Atlanta, Ga., Krege 700 — The annual picnic was a family affair with all Atlanta Krege and K mart stores attending.



Bernice and Connie Page, K mart 4054, Lynchburg, Va., hold two dogs from the store's bouncing pet department. Begun as a traffic incentive, the department has sold over 70 A.M.C. registered dogs.



K mart 4054, Lynchburg, Va., held the first area dog show to the accolades of dog lovers. Manager Charles H. Shingler (center) poses with the Best in Show and Best in Showmanship dogs and owners.

Little Rock, Ark., Krege 702 — A local garden club member reported that flowers, grown from bulbs purchased from 702, won first prize in a flower show. The winning flowers were Majestic Pink Dahlias. . . . Shantolin skirts were sporty liners for Mother's Day, reported Berice Tillman, ready-to-wear department head. . . . Eunice Ashmead, petts, reported an enlarged pet department and a new in sales of tropical fish. Manager Donald E. Horton proudly announced that his pair of Bettas, purchased at 702, spawned some baby Bettas.

Orlando, Fla., Krege 769 — Employees are planning the annual store picnic for July and hope to go to the beach. . . . Krege 769 held a sidewalk sale in May. Irene Dalton promoted National Baby Week in her department.

Festival of Art Is Hit at 744

Oklahoma City, Okla., Krege 744 — First Street hosted the annual Festival of Art on May 6 and 9 on the mall where oil paintings, water colors, sculpture and modern art were displayed. The festival always attracts large crowds to the center and this year customers were judges, casting ballots for their favorite works of art. In addition, local singing and dancing groups performed throughout the day. Sales activity was hot in the food department where submarine sandwiches sold faster than three staffers could make them. Artists flocked to the hardware department to purchase drapery hangers to hang their pictures. . . . A new toy publicized on television — the Zoomerang — went over big with the first supply depleted almost as soon as it was put on the counter.

Fort Worth, Tex., Krege 761 — Kregeites dressed up in their fanciest outfits for the Richland Plaza's annual Crazy Day, May 13 through May 15. Prizes were awarded to the employees with the craziest outfit.

Colorado's Miss Wool Visits K mart 4029

San Angelo, Tex., K mart 4029 — Miss Wool of Colorado, Sandra Kay Harris, visited 4029 one morning to talk with shoppers. As a sponsor of the Miss Wool of America Contest, K mart 4029 had been involved with contestants and other sponsors at a luncheon the same day at the Town House Hotel.

Hot Springs, Ark., K mart 4046 — Margaret Schwyrhart, regional personnel supervisor who hired 4046's personnel before its opening, paid the store a surprise visit.

Charlotte, N. C., K mart 4069 — The employees' golf tournament on May 16 drew the staff in full force. Prizes were won by Calem Cooper, hardware manager, and Clegg Richard, home improvement manager. . . . A hardware clinic was held for managers of 4018, Greenville, S. C.; Columbia, S. C.; 4075, Raleigh, N. C., and 4080, Charlotte. . . . Neighboring stores attended an advertising meeting at 4063 to plan the July 4 picnic broadcast.

Charlotte, N. C., K mart 4069 — K mart 4069 has four detectives and a KRESGE NEWS reporter, all trying to make the New York Times, radio and television. Sandra Humphrey, store reporter, explained: "Assistant Manager Darlene Aydelite and Manager Marion Green started to unlock the store on a rainy morning when George Hill, stockroom, pointed out a snake on the sidewalk. A number of employees gathered around to look at the 100-pound snake. Since it had never been seen before, it was decided that the police should be notified. After the policeman arrived, Sandra Humphrey, store reporter, believing she was reporting her first real big story, proceeded to take a number of snapshots. After several attempts to lift the snake into the police car failed, it was rolled into the stockroom for safe keeping. About this time Manager Richard J. Thorpe arrived and set everything straight. The snake had been installed by the local Processing Laboratories so that Hill could be left to his camera department for night pick-ups. Everyone involved in the "mystery" felt a little ridiculous but it sure did give some color to our store — red faces!"



Krege 713, Atlanta, Ga., Get in the Sun event in with center promotion. Staffers (l to r) April Huffman, Celeste Chamberlain, Dorean Serratt, Opal Sweet and Wanda Pence model stylized.



Chicago Bears star Doug Atkins is pictured with Manager John H. Worrell, San Angelo, Tex., hosts guest celebrity, Miss Wool of Colorado.



Customers follow the feelings and yodeling to Buster Brown counselor at 786 in Atlanta, Ga.